

Henry County

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Community Health Needs Assessment Snapshot

Promote Healthy Behaviors

Problems/Needs:

- Obesity: 43.13% of K-8 Henry County Students at risk for overweight or obese. 4,241 (22%) Henry County residents diagnosed with obesity. Obesity is a risk factor for cancer and chronic disease.
- Chronic Disease: See data from American Diabetic Association. 1,185 (6%) of Henry County residents have diabetes. Ranked 8th in Iowa for stroke. 2008 Community Health Survey listed top three concerns: Cancer, heart disease. Obesity, inactivity, stress and tobacco use are the 4 factors leading to chronic disease.
- Substance Abuse: narcotic arrests in Henry County increased from 29 - 230 from 2005 to 2009. Total juvenile arrest increased from 85 in 2005 to 162 in 2009. 38% of HS students drink alcohol; 83% of 11th graders think it's easy to obtain.
- Resources needed for senior citizens. We perceive this to be a need, but the data does not support it.

Prevent Injuries

Problems/Needs:

- Motor vehicle accidents due to distracted driving. Mortality rate for 2002 - 2006 23.9% State rate 12.6%. MVA is leading cause of injury death for Iowans ages 1 - 34 and 55 - 64.
- Falls in 45-64 and 65+ age groups. 10.9% rate for Henry County, 9.9% for Iowa. Falls are the leading cause of injury death and hospitalization in Iowa seniors.

Protect Against Environmental Hazards

Problems/Needs:

- Lead paint hazards continue to be an issue in Henry County. There are currently 31 active properties in the County that have not been repaired. New regulations require contractor certification for work done in homes built prior to 1978. Public education needed to inform the public about the regulations.
- Excessive rains in the past 3 years have created storm water issues causing flooding in homes and mold issues as a result. Public information/marketing is needed to address issues and assist property owners.
- Henry County Public Health receives several calls per month regarding complaints of landlord/tenant issues and mold problems.
- Food establishment workers are not required to undergo any training or education to work in a restaurant. Food borne illnesses are being reported more frequently, greater public awareness. Recent outbreak affecting 60 people due to a non-potentially hazardous food.

Prevent Epidemics and the Spread of Disease

Problems/Needs:

- Food establishment workers are not required to undergo any training or education to work in a restaurant. Food borne illnesses are being reported more frequently, greater public awareness. Recent outbreak affecting 60 people due to a non-potentially hazardous food.
- Public Health needs to assume a greater role in providing risk communication regarding communicable disease, e.g., seasonal flu, meningitis, Hepatitis A and B, measles.

Prepare for, Respond to, and Recover from Public Health Emergencies

Problems/Needs:

- Public Health needs to assume a greater role in providing risk communication regarding communicable disease, e.g., seasonal flu, meningitis, Hepatitis A and B, measles.
- Need for ongoing communication/meetings with local partners regarding evacuation/shelter/use of volunteers and recovery from disasters

Strengthen the Public Health Infrastructure

Problems/Needs:

- Begin pre assessment survey for PH modernization/accreditation

Community Health Improvement Plan

Goal	Strategies	Who is responsible?	When? (Timeline)
<p>Decrease the availability of alcohol to minors (83% of 11th graders said it is easy/very easy to get alcohol; 27% of 11th graders said that there is slight/no risk in drinking 3 or more drinks every day).</p> <p>Data Source: Iowa Youth Survey, 2008.</p> <p><i>Note: Coalition is composed of members from 12 community sectors (Business, Media, Law-Enforcement, Healthcare, Schools, Parents, Youth, Faith, Civic/Volunteer, Youth-Serving Organization, State/Local/Tribal Government Agency, and Other Organization Involved in Reducing Substance Abuse.</i></p>	<p>Objectives: Decrease the number of 11th graders who report that alcohol is easy or very easy to get by 5%. Reduce the prevalence of underage drinking among IWC students by 7%. Reduce the number of retail outlets that sell alcohol to minors (Achieve 100% compliance in all compliance checks). Increase the number of alcohol retailers who voluntarily alter their alcohol merchandising to decrease theft by 2 retailers. Increase the number of 11th graders that say their parents would disapprove or strongly disapprove of underage alcohol use by 7%.</p>		
	Shoulder tap operation	Prevention specialist, youth development coordinator, Bacchus group	May 2011
	Alcohol cooler warning labels regarding providing alcohol to minors and Sticker Shock	Henry County Substance Abuse Coalition's communication coordinator, coalition members, business owners	November 2010 and ongoing
	Social marketing around prom, graduation and major holidays	HCSAC members, school administrators	December 2010 and ongoing
	Party permit on Iowa Wesleyan campus	Coalition's prevention specialist, Bacchus members, IWC administration	March 2012

	Responsible Beverage Server Training ordinance	HCSAC members	April 2011
	Alcohol compliance check with Iowa State Patrol	Coalition's law enforcement sector	February 2011, October 2011, January 2012
	Alter alcohol product placement	Youth, youth development coordinator, Coalition's prevention specialist	July 2012
	Social host ordinances	Coalition law enforcement sector, coalition members	January 2012
	Parent directories	Coalition members, law enforcement	May 2011
	Parents alter alcohol placement in home environment	Coalition members	September 2011
	Collaborate with local police departments to increase communication with school districts	Coalition members, local law enforcement	October 2011
	Substance abuse Tip-line to Sheriff's Office	Coalition members, local law enforcement	December 2010 and ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
<p>Decrease the social acceptability of underage drinking (58% of 11th graders say that their friends would think it is "a little wrong" or "not wrong at all" to drink alcohol; 26% of 11th graders said that their parents would think it is only "a little wrong" or "not wrong at all" for them to drink alcohol without their permission; 47% of IWC students report drinking once or more per week in the past 30 days; 53% of IWC students report drinking quantities classified as binge drinking amounts).</p> <p>Data Source: Iowa Youth Survey, 2008. Survey of Iowa Wesleyan Students as conducted by Alcohol and Drug Dependency Services, 2008.</p> <p><i>Note: Coalition is composed of members from 12 community sectors (Business, Media, Law-Enforcement, Healthcare, Schools, Parents, Youth, Faith, Civic/Volunteer, Youth-Serving Organization, State/Local/Tribal Government Agency, and Other Organization Involved in Reducing</i></p>	Objectives: Decrease in the number of underage drinking parties as measured by law enforcement data. Increase community capacity to report underage drinking parties through the establishment of 1 county-wide tip line. Increase the number of 11th graders who say most students in their school would feel it is wrong or very wrong to drink alcohol by 5%. Decrease the number of pro-alcohol messages in Henry County in at least 4 alcohol-retail businesses.		
	Social host ordinances (This ordinance places a criminal penalty fine on those who provide alcohol to minors. Current state law only imposes a civil penalty).	Coalition law enforcement sector, coalition members	June 2011
	Parent directories (Parents have the opportunity to sign a pledge stating that their home will be substance free and a safe place for youth. Parents signing the pledge are listed in a directory accessible to other parents).	Coalition members, law enforcement	May 2011
	Social marketing around prom, graduation and major holidays	HCSAC members, school administrators	December 2010 and ongoing
	Collaborate with local police departments to increase communication with school districts	Coalition members, local law enforcement	October 2011
	Substance abuse Tip-line to Sheriff's Office	Coalition members, local law enforcement	December 2010 and ongoing

Substance Abuse.			
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Goal	Strategies	Who is responsible?	When? (Timeline)
<p>Reduce substance abuse: Illegal drugs (41% of 11th graders say that marijuana is easy/very easy to get; 10% of 11th graders say that meth is easy/very easy to get; 31% of IWC students have used marijuana in the past 30 days; 26% of 11th graders say that smoking marijuana once a week is a slight or no risk).</p> <p>Data Source: Iowa Youth Survey, 2008. Survey of Iowa Wesleyan Students as conducted by Alcohol and Drug Dependency Services, 2008.</p> <p><i>Note: Coalition is composed of members from 12 community sectors (Business, Media, Law-Enforcement, Healthcare, Schools, Parents, Youth, Faith, Civic/Volunteer, Youth-Serving Organization, State/Local/Tribal Government Agency, and Other</i></p>	Objectives: Decrease the number of 11th graders who say that marijuana is easy or very easy to get by 3%. Increase the number of 11th graders who say that smoking marijuana once a week is a great risk by 4%. Reduce the capabilities to manufacture methamphetamine as measured by law enforcement data (number of methamphetamine related charges). Reduce the number of convenience stores that sell drug paraphernalia in at least two municipalities in Henry County.		
	Monitor legalization of marijuana in the state of Iowa	Coalition members	December-May 2012
	Collaborate with Henry County Sheriff's Office to increase drug checks using drug dog in all four school districts	Coalition members, Sheriff's Office	May 2011 and ongoing
	GIS mapping of meth lab location	Coalition law enforcement sector	March 2011
	Provide and promote anhydrous tank locks to local farmers	Coalition members	June 2011; June 2012
	Community information on meth labs	Coalition members, Coalition's communication coordinator, youth development	February 2011

<i>Organization Involved in Reducing Substance Abuse.</i>		coordinator, youth coalition members	
	Environmental assessment for drug paraphernalia	Youth Coalition members, youth development coordinator	July 2011
	Drug paraphernalia ordinance	Coalition members, city councils	February 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
<p>Reduce substance use: prescription drugs (10% of 11th graders have used prescriptions not prescribed to them in the past 30 days).</p> <p>Data source: Iowa Youth Survey, 2008.</p> <p><i>Note: Coalition is composed of members from 12 community sectors (Business, Media, Law-Enforcement, Healthcare, Schools,</i></p>	Objectives: Increase access to a consistent means of prescription drug disposal (two Drug Drop-Off events/year). Decrease the number of 11th graders who say they have misused prescription drugs in the past 30 days by 4%. Increase the number of 11th graders who say their friends would disapprove of misusing prescription drugs by 7%. Increase availability of information through 4 pharmacies.		
	Promote Take It Back program in conjunction with prescription drug drop-off event	Coalition members, Sheriff's office	March 2011; November 2011; March 2012
	Parents alter location of prescription drugs in their homes	Coalition's communication coordinator,	May 2011

<i>Parents, Youth, Faith, Civic/Volunteer, Youth-Serving Organization, State/Local/Tribal Government Agency, and Other Organization Involved in Reducing Substance Abuse.</i>		coalition members	
	Modify/ strengthen school drug policy	Coalition members, school administration	December 2011
	Systemic change to establish consistent procedures for information dissemination	Coalition members, Coalition's communication coordinator	March 2011 and ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Reduce the Henry County motor vehicle accident mortality to state level by 2013.	Develop and implement effective, cost-efficient social media campaign to include the following:	Community Health	
	Obtain marketing materials from Iowa DOT website to be used as part of educational campaign	Jodi	March, 2011
	Health Update from HCHC, HCHC, County and HHCC websites, PSA's	HHCC Coordinator, HCHC Marketing	ongoing
	Schedule meeting with county driver's education instructors to determine what is currently talk. Develop any new information regarding distracted driving to include cell phones, texting, driving while angry and implement in classes.	Tessa	May 30,2011
	Provide distracted driving brochure for driver's education, and make available at a number of community sites: libraries, city hall, courthouse, etc.	Vicky, Travis	May 30, 2011 and ongoing
	Develop education for truck drivers to include distracted driving brochures at Wal-Mart Distribution, Shelman Trucking, 321 Trucking (Wayland) and Eichelberger Farm. Will also address diet, sleep patterns and exercise.	Tess, Jodi and Tom	May 30, 2011
	Seek and obtain any grant funding for educational materials and staff cost time for providing education	All team members	ongoing
	Continue to monitor statistics and revise strategies as necessary	All team members	ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Reduce mortality from falls to at or below the state rate of 9.9% in the 45+ age group.	Research # of and cause for falls to determine baseline	Travis	March 2011
	Research opportunity for RSVP volunteers to become in-home safety monitors. Determine protocol for referral systems and consents needed.	Karen, HIS	March 2011
	Implement program if feasible	Karen	Summer 2011
	EMS department provide call backs to individuals who have fallen and obtain permission for referral to the volunteer home safety assessment.	EMS	March 2011
	Determine any agencies, funding to remediate any home safety issues the client cannot afford	Robin, Tess	Fall 2011
	Develop and implement extensive media campaign to raise awareness of home safety assessment program	Karen, HCHC marketing dept	Summer 2011
	Implement fall risk checklist and interventions in seniors' homes through homemaker program.	Henry County Public Health	Ongoing
	Provide "safety in the home brochures" to seniors at Congregate Meal sites, health fairs, libraries, community meeting sites	Henry County Public Health	June 2011
	Develop media campaign with quarterly topics on safety: winter--preventing falls during winter weather, spring--ladder safety, fall--harvest safety. Direct people to HCHC website for more information. Utilize Health Update, Working Well, local media	Emergency Department, HCHC marketing dept, Community Health	Ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Decrease the number of "open" lead hazards in Henry County. Increase public education about dangers of remodeling older homes and the new regulations for contractor certification.	1. Consult with other counties about adoption of model code to determine how it works. Consult with County Attorney for opinion on the model code.	Jodi	October 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase social marketing and PSA's regarding mold and landlord/tenant issues to educate general public and reduce the number of calls at public health.	1. Research property maintenance code and how others are dealing with these issues since there is no code for mold.	Barb	May 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Reduce risk of overweight/obese. 50% of participants with a BMI of 25 or greater will maintain (in the case of those with a BMI of 25 - 29.9) or decrease by 2 points (for those 30 and over.)	Increase the capacity of the community to encourage healthy lifestyle changes by:		
	Develop an adult BMI data collection tool	Tess	March, 2011
	Develop baseline and monitor ongoing stats	Maureen	
	Recruit participants into programming using BMI data collection tool to obtain BMIs	Tess, Maureen, Med Surge staff, diabetes staff, Public Health staff	Ongoing
	Increase number of individuals participating in Healthy Workplace & Healthfest screenings focusing on blood pressure and lipid profile/glucose	Tess, Maureen	Ongoing
	Encourage policy change with Henry County employers to include health insurance premium, discounts for incorporating healthy behaviors into their lifestyle	Tess, Maureen, Henry County Human Resource Association	January, 2015 and ongoing
	Develop resource directory with exercise options	Tess, Maureen	October, 2011

Goal	Strategies	Who is responsible?	When? (Timeline)
Develop a fully integrated, seamless continuum of care for Henry County residents with hypertension and hyperlipidemia. Health coach will meet with 80% of clients prior to discharge providing education on benefits of the program.	Health Coach to attend Stanford model for Self-Management Train the Trainer program	Maureen	January 31, 2011
	Develop and implement referral algorithm	Maureen	ongoing
	Provide annual education to physicians, nursing staff, other clinical staff regarding program philosophy, referral mechanisms and benefits.	Maureen	ongoing
	Develop and implement a process for documentation	Maureen	February, 2011
	Develop and implement a social media campaign to educate residents on community-wide hypertension and hyperlipidemia services available from the Health Coach.	Maureen, Tess, HCHC Marketing	ongoing
	Develop and implement CQI plan assessing goals and progress quarterly, including access utilization quarterly.	Maureen	ongoing

Goal	Strategies	Who is responsible?	When? (Timeline)
Increase medical community utilization of a coordinated/standardized referral process for patients with hypertension and/or hyperlipidemia in Henry County by 5%. 50% of discharged clients will participate in the Chronic Disease Self-Management model.	Add a referral check box to inpatient physician orders to remind physicians to use service	Henry County Medical Staff	February, 2011 and ongoing
	Develop baseline, access utilization of referral process quarterly	Maureen	Ongoing
	Provide ongoing education to medical staff on Health Coach program and make changes as necessary.	Maureen	Ongoing
	Review and evaluate program and make changes where necessary quarterly.	Maureen	Ongoing
	Develop system for out patient referrals and collaborate with medical offices to include referral mechanism into Electronic medical record.	Maureen, Health Information Systems, Medical Staff offices IT	January 1, 2012

Goal	Strategies	Who is responsible?	When? (Timeline)
Reduce readmission rates for hypertension and hyperlipidemia from ___% to ___%. Physicians will refer 100% of discharged clients with primary diagnosis or co-morbidity of hypertension and/or hyperlipidemia to the Health Coach.	Health coach will meet with patients while in acute care to initiate outpatient follow up.	Maureen (health coach)	March 1, 2011 and ongoing
	Make weekly (at a minimum) phone calls to patient, reporting progress, making suggestions for any follow up care or referrals.	Maureen	March 1, 2011 and ongoing
	Report abnormal findings to primary care provider for changes to be made accordingly.	Maureen	March 1, 2011 and ongoing
	Develop baseline and assess annually. Review and evaluate program and make changes as necessary.	Maureen	ongoing
	Relocate Health Coach to medical offices	HCHC administration, Henry County Medical Staff	2013-2014

Goal	Strategies	Who is responsible?	When? (Timeline)
Complete Public Health Modernization process and achieve accreditation by 2015	Schedule staff meeting time bi-weekly to complete pre-assessment survey	PH Director	March 1, 2011
	Identify deficiencies and develop action plan to correct them.	PH Staff	June 30, 2014
	Complete accreditation process		June 30, 2015
	Determine funding sources to help offset staff time and resources to correct deficiencies	PH Director	

Goal	Strategies	Who is responsible?	When? (Timeline)
Provide timely, accurate information regarding communicable disease and other pertinent PH issues to the general public.	Develop yearly calendar of topics relating to communicable disease and trends.	PH staff	Ongoing
	Develop and disseminate pertinent information via a variety of media outlets; e.g., newspaper, radio, website, Health Update, email to general public, medical community, school nurses, preschools, childcare centers as appropriate.	PH Staff, HCHC marketing	Ongoing
	Utilize Speaker's Bureau to communicate information listed above.	PH staff	Ongoing